



Project Narrative

This document will be uploaded to a Case Fact Sheet on the City's web site.

Date: 12/17/2004

Project No.: 460 - PA - 2004

Coordinator: Richard Goecke

Case No.: 26 - ZN - 2004

Project Name: ASU Scottsdale Center

Project Location: SEC Scottsdale / McDowell Roads

Property Details:

☐ Single-Family Residentail ☐ Multi-Family Residential ☐ Commercial ☐ Industrial

Current Zoning: C-3, C-S _____

Proposed Zoning: Planned Community Development (PCD) _____

Number of Buildings: T.B.D. Parcel Size: 42 acres _____

Gross Floor Area/Total Units: ≤ 1,200,000 Floor Area Ratio/Density: 0.8 FAR

Parking Required: 1 sp / 300 sq ft. Parking Provided: T.B.D.

Setbacks: N - _____ S - _____ E - _____ W - _____

Description of Request:

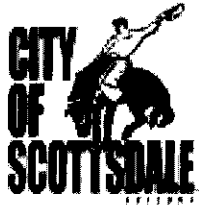
This request is to apply PCD zoning to the ASU-Scottsdale Center site (formerly the Los Arcos Mall site). The City is working together with the Arizona State University Foundation (ASUF) to develop the former Los Arcos Mall site into a major technology, innovation, and Creativity center. The city purchased the site in Summer 2004 and entered into a long term lease with ASUF to develop the ASU-Scottsdale Center for New Technology and Innovation. At buildout, the Center is anticipated to have approx. 1.2 mil. sq.ft. of space (about 90% office); 3,000-4,000 parking spaces (primarily structured); and open space/public plazas and could support as many as 4,000 relatively high paying jobs. The specifics of the Center have not yet been designed, but it is expected to be a mixed use development containing office, retail, and possibly residential that would be supportive of an innovation center. Parking, open spaces, public spaces, will all be included in future plans.

The city, as property owner, has identified the following Project Goals:

1. Revitalization and this projects's relationship to enhancing the quality of life in the surrounding area.
2. Creating a sense of place and making sure that the project has an orientation that invites interaction with the surrounding neighborhoods rather than an inward focus.
3. Becoming a community gathering place, a place of value to the community, and ensuring community support and participation in the process.
4. High quality development and architecture; a quality that says "Scottsdale."

Planning and Development Services Department

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5. A development that invites flexibility to weather economic cycles, and provide longevity and sustainability.

This process, application, and project narrative is designed to evolve based on various input stages of the project. It is anticipated that this application and project narrative will be updated with first draft plans of the site and surrounding areas, following an intensive public outreach design charrette; again with the final draft plan and design guidelines from the city's planning and design consultant, Urban Design Associates; and with the addition of the Arizona State Foundation developer team's site planning documents.

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